UNIV 391: KICKSTARTER-eque Video

Assignment: create a 3-5 minute project proposal justifying why your solution should be backed.

In the past, if you wanted to fund a project or a cause, you had two options: 1) appeal to a small niche of interested investors or 2) write a grant. Thanks to the open source movement, we now have a third option: crowdsourcing. In 2012 platforms like Kickstarter, Indiegogo, Crowdrise and a whole list of other sites raised over $2.7 billion for projects and initiatives.

Here are some guidelines for the structure of your video:

* Introduce the team involved with the project.
* Tell the story behind your project.
  + What problem are you trying to solve?
  + What are you creating? Is it a physical product? A center for learning? An empowerment tool? A poverty alleviating strategy?
  + Why should people care?
* Share any progress you’ve made so far.
  + What stage are you in?
* What are the risks and challenges the project faces?
  + And what qualifies you to overcome them?
* Share a timeline for how you plan to complete your project.
  + Be open and honest about whatever you’re still trying to sort out.
* Include your budget — even if it’s just a rough one. A budget is proof that you’ve planned ahead.
* Most importantly, have fun with it!

Check out this kickstarter for a good example of a successful campaign and then do some exploring of your own on kickstarter.

<https://www.kickstarter.com/projects/775389328/minka-inhouse>

When your video is done, post it to your website. We will have a viewing and bring in some short film specialists to critique and determine which is most effective at communicating the need.